



WEWS

ORDER

Print Date 10/10/12 Page 1 of 2

Flight Dates 10/26/12-11/06/12

<u>Contract / Revision</u>	<u>314340</u>	/	<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>	10/10/12	10/10/12	<u>Congressional Leadership Fund</u>	<u>Estimate #</u>	3348
			<u>Agency Com</u> 15%	<u>Alt Order #</u>	
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	Congressional Leadership F		815 Slaters Lane	<u>Order Type</u>	GENERAL
			Alexandria, VA 22314	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	American Media and Advoc			<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>				<u>Demographic</u>	A35-64
			<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL POL ISS
			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL
815 Slaters Lane	Alexandria, VA 22314		<u>Agency Ref</u>	<u>Priority</u>	P-1
				<u>Advertiser Ref</u>	

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Competing Station	Order Share %	Market Value	Amount
CABLE	%		
UNKWN	100%		
WBNX	%		
WDLI	%		
WEAO	%		
WGNN	%		
WJW	%		
WKYC	%		
WMFD	%		
WOAC	%		
WOIO	%		
WQHS	%		
WUAB	%		
WVIZ	%		
WVPX	%		

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	6	\$11,135.00	\$13,100.00	0.00	10/01/12	10/28/12	6	\$11,135.00	\$13,100.00
November 2012	27	\$56,185.00	\$66,100.00	0.00	10/29/12	11/05/12	27	\$56,185.00	\$66,100.00
Totals	33	\$67,320.00	\$79,200.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/26/12	11/01/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	22222--	:30	10	\$2,000.00	P-1	0.00	NM	10	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/12	11/01/12	22222--		10	\$2,000.00			0.00					
N 2	WEWS	11/02/12	11/05/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	2---2--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00



WEWS

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Contract / Revision **314340** Flight Dates **10/26/12-11/06/12** Hiatus DatesOriginal Date / Revision 10/10/12/ 10/10/12 Order Sep 00:20:00Advertiser **Congressional Leadership** Product **Congressional Leadership I** Estimate # **3348**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N 2	WEWS	11/02/12	11/05/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	2---2--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 2---2-- 4 \$2,000.00 0.00															
N 3	WEWS	10/26/12	11/06/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----1	:30	1	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12 11/01/12 -----1 1 \$2,800.00 0.00															
Week: 11/02/12 11/08/12 -----1 1 \$2,800.00 0.00															
N 4	WEWS	10/29/12	11/05/12	M-F 7-730p 7-730p The List	CM	7-730p	11111--	:30	5	\$3,000.00	P-1	0.00	NM	6	\$18,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12 11/01/12 11111-- 4 \$3,000.00 0.00															
Week: 11/02/12 11/08/12 1---1-- 2 \$3,000.00 0.00															
N 5	WEWS	10/26/12	11/05/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	11111--	:30	5	\$3,000.00	P-1	0.00	NM	7	\$21,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12 11/01/12 11111-- 5 \$3,000.00 0.00															
Week: 11/02/12 11/08/12 1---1-- 2 \$3,000.00 0.00															
N 6	WEWS	10/26/12	11/06/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12 11/01/12 -----S- 1 \$2,500.00 0.00															
Week: 11/02/12 11/08/12 -----S- 1 \$2,500.00 0.00															
N 7	WEWS	10/26/12	11/06/12	SA 12a-1a CSI Miami La@M SA CSI Miami Late	CM	12a-1a	-----S-	:30	1	\$800.00	P-1	0.00	NM	2	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12 11/01/12 -----S- 1 \$800.00 0.00															
Week: 11/02/12 11/08/12 -----S- 1 \$800.00 0.00															
														Totals	33 \$79,200.00